

Suan Dusit Rajabhat University

Course Outline

Subject Code: 1551606 **Subject:** (Thai) ภาษาอังกฤษธุรกิจ 2 **Credits** (3 - 0)
(English) Business English 2

Semester: 1 **Academic Year:** 2011

Lecturer: Maniga Thongkong

Program: Business English **Faculty:** Secretary of Education Campus Sector

Course description

This course is a continuation of Business English 1 providing a chance to explore business worldwide with concentration on domestic and international trade such as import-export, franchising. Students are encouraged to deal with business transaction in various fields and situations, i.e. banking transaction, hotel transaction, meeting agendas and minutes of meeting, company report, and product description such as product advertisements, business articles, and letters of complaints and applying for a job.

Course objectives

By the end of the course, the students should be able to:

1. Use English for hotel transactions including choosing and booking a hotel room, as well as using hotel facilities;
2. Use certain expressions and technical terms in international trade, like imports and exports, shipping, franchising and banking;
3. Report on company performance, using four skills: listening; speaking; reading; and writing;

4. Identify the terminology used in imports and exports, from the reading passages in international business, such as imports and exports;
5. Describe products and advertisements, using the four skills of English;
6. Use English expressions in meetings and discussion;
7. Identify particular expression used in agendas and minutes, and write agendas and minutes correctly; and
8. Answer the questions from the letters given related to complaints and adjustment correctly and write a letter of each type correctly.

Pre-requisite (if any) Students should enroll in Business English 1 (1551605) before studying Business English 2.

Timeline

Week	Content	Learning & teaching activities	Materials	Evaluation	Remarks
1	Orientation Pretest	<ul style="list-style-type: none"> - Presents course outline and evaluation - Pretest 	- OHP Pretest		
2	Unit 1: Business Travel Choosing, booking a hotel room and finding out hotel facilities	<ul style="list-style-type: none"> - Brainstorms about vocabulary and expressions used in business travel - Watch VCD about hotel business 	- Course outline - OHP	Speaking about hotel facilities (Activity 7)	

Week	Content	Learning & teaching activities	Materials	Evaluation	Remarks
3	Unit 2: Company Presentation Giving a company presentation, telling about company profiles, and describing current projects	<ul style="list-style-type: none"> - Brainstorm and describe about company business and organization - Practice speaking about company profiles - Assignment on company profile of a company and case study 	<ul style="list-style-type: none"> - OHP - Handouts 	Oral presentation on a company profile	Using the Internet to search for a company profile is recommended
4	Unit 2: Company Presentation (2)	<ul style="list-style-type: none"> - Students make an oral presentation on a company profile 			
5	Unit 3: Company Results Giving news, changing staffing levels and achieving targets	<ul style="list-style-type: none"> - Students watch a video tape on company presentation - Students read a passage in Activity 1, 2, 3 and do the following exercises 	<ul style="list-style-type: none"> - OHP - Handouts - Video tape 	Use Activity 5 as a writing evaluation	

Week	Content	Learning & teaching activities	Materials	Evaluation	Remarks
6	Unit 4: Product Description	<ul style="list-style-type: none"> - Brainstorm about any adjectives - Students describe objects or pictures 	<ul style="list-style-type: none"> - Real objects, pictures - OHP 	Use exercises Activity 4	
7	Unit 4: Product Description (2) Product presentation	<ul style="list-style-type: none"> - Teacher reviews adjectives used in describing products - Students make an oral presentation 		Oral presentation on a product or service	
8	Midterm test	Midterm exam	Test papers		
9	Unit 5: International Trade Talking about World Trade , imports and exports, and shipping	<ul style="list-style-type: none"> - Brainstorm about international trade i.e. import & export, shipping - Students read, import-export, shipping; and do the following exercises 	- OHP		
10	Unit 6: Franchising Franchising business, fast food and describing routines	<ul style="list-style-type: none"> - Brainstorm about franchising business in Thailand - Students read and do exercises in Activities 1, 2, 3 & 4 	<ul style="list-style-type: none"> - OHP - Pictures of McDonald's 	Franchising report	

11	Unit 7: Banking Transaction Bank of Thailand, Thai banknotes and money transfer	<ul style="list-style-type: none"> - Brainstorm about words & expressions used in banking transactions - Students do Activities 1& 2 	- OHP	Use exercises in Activity 3 as writing evaluation	
12	Unit 8: Meetings Meeting types , guidelines for meetings, asking for opinions, making suggestions and justifying decisions	<ul style="list-style-type: none"> - Describes importance of meetings, meeting types, and expressions used in meetings - Students practice speaking on expressions used in asking for opinions 		Use exercises 9 – 11 for speaking and writing evaluation	
13	Unit 9: Letters of Complaint Making mild complaints, making points, warning, making strong complaints	<ul style="list-style-type: none"> - Presents letter of complaint and expressions used - Student practice writing a letter from exercise 3, 4, & 5 		Use Exercise 6 for an evaluation	Letter format from Microsoft Office is recommended
14	Unit 10: Letters of Adjustment Body of an adjustment letter and adjustment letter actions	<ul style="list-style-type: none"> - Discuss about expressions used in adjustment letters - Students practice writing letters from exercises given 		Write an adjustment letter by substituting with students.	
15	Wrap-up Posttest	<ul style="list-style-type: none"> - Teacher summarizes all the content - Posttest 			

Evaluation

Criterion Reference Norm Reference

Grading & Evaluation: Term papers & Report 25%

Attendants & Participation	20%
Midterm	25%
Final	30%
Total	100%

Class Room Policy:

- Class Attendants must be 80%, or higher, to be allowed to sit for all exams. เวลาเรียนในชั้นเรียนต้องไม่ต่ำกว่า 80% จึงจะมีสิทธิในการเข้าสอบ
- Quizzes or assigned projects must be submitted on, or before, date due. งานที่ให้อบรมหมายให้ทำต้องมีส่งก่อน หรือตรงตามเวลาที่กำหนด
- Cheating or copying from others, if found, on any papers, assigned projects or exams is subject to deduction of points at term end. การปฏิบัติตนที่ไม่ซื่อตรง หรือลอกงาน หรือคัดลอกข้อสอบจากผู้อื่น (หากพบ) อาจนำมาซึ่งการหักคะแนนในตอนสอบครั้งสุดท้ายได้

Grade	Percentage
A	90-100
B+	85-89
B	75-84
C+	70-74
C	60-69
D+	55-59
D	50-54
E	0-49

Textbook

Charittrakul, K. (2005). *Business English 2*. Bangkok: Suan Dusit Rajabhat University Book Center.

References

- Barnard, R. & Cady, J. (2000). *Business venture 1: Workbook*. Oxford: Oxford University.
- Grant, D & McLarty, R. (1997). *Business basics*. Oxford: Oxford University.
- Hollett, V. (1996). *Business objectives*. Oxford: Oxford University.
- Littlejohn, A. (2000). *Company to company*. Cambridge: Cambridge University.
- Loughreed, L. (1993). *Business correspondence*. Bangkok: Addison-Wesley.